



**WTKR-TV**  
720 Boush Street  
Norfolk, VA 23510-1583  
(757)446-1000

# CONTRACT

	<u>Contract / Revision</u> 544283 /	<u>Alt Order #</u> 07872052
<u>Product</u> DSCC		
<u>Contract Dates</u> 10/09/12 - 10/15/12	<u>Estimate #</u> I/1139	
<u>Advertiser</u> Democratic Senatorial Campaign Committee	<u>Original Date / Revision</u> 08/08/12 / 08/08/12	
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8217	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Great American Media  
Attention: Diane Bluhm  
1010 Wisconsin Ave NW  
Suite 800  
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
1	3	10/09/12	10/12/12	NewsChannel 3 News	5-6am		:30			NM	3 \$300.00
		<u>Start Date</u> Week: 10/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> -TWTF--				<u>Spots/Week</u> 3	<u>Rate</u> \$100.00		
2	3	10/09/12	10/12/12	Newschannel 3 News	6-7am		:30			NM	4 \$700.00
		<u>Start Date</u> Week: 10/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> -TWTF--				<u>Spots/Week</u> 4	<u>Rate</u> \$175.00		
3	3	10/15/12	10/15/12	Newschannel 3 News	6-7am		:30			NM	1 \$175.00
		<u>Start Date</u> Week: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> M-----				<u>Spots/Week</u> 1	<u>Rate</u> \$175.00		
4	3	10/09/12	10/12/12	CBS This Morning	7-9a		:30			NM	8 \$1,040.00
		<u>Start Date</u> Week: 10/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> -TWTF--				<u>Spots/Week</u> 8	<u>Rate</u> \$130.00		
5	3	10/15/12	10/15/12	CBS This Morning	7-9a		:30			NM	2 \$260.00
		<u>Start Date</u> Week: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> M-----				<u>Spots/Week</u> 2	<u>Rate</u> \$130.00		
6	3	10/13/12	10/13/12	Early Show Saturday	9-11am		:30			NM	1 \$55.00
		<u>Start Date</u> Week: 10/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> ----S-				<u>Spots/Week</u> 1	<u>Rate</u> \$55.00		
7	3	10/14/12	10/14/12	CBS Sunday Morning	9-1030am		:30			NM	1 \$395.00
		<u>Start Date</u> Week: 10/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> ----S				<u>Spots/Week</u> 1	<u>Rate</u> \$395.00		
8	3	10/14/12	10/14/12	Face the Nation	1030-11am		:30			NM	1 \$445.00
		<u>Start Date</u> Week: 10/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> ----S				<u>Spots/Week</u> 1	<u>Rate</u> \$445.00		
9	3	10/09/12	10/12/12	Price Is Right	11am-12n		:30			NM	5 \$1,975.00
		<u>Start Date</u> Week: 10/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> -TWTF--				<u>Spots/Week</u> 5	<u>Rate</u> \$395.00		
10	3	10/09/12	10/12/12	Newschannel 3 News	12n-1230pm		:30			NM	4 \$1,100.00
		<u>Start Date</u> Week: 10/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> -TWTF--				<u>Spots/Week</u> 4	<u>Rate</u> \$275.00		
11	3	10/15/12	10/15/12	Newschannel 3 News	12n-1230pm		:30			NM	1 \$275.00
		<u>Start Date</u> Week: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> M-----				<u>Spots/Week</u> 1	<u>Rate</u> \$275.00		

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Contract Dates 10/09/12 - 10/15/12	Product DSCC
Advertiser Democratic Senatorial Ca	Original Date / Revision 08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
12	3	10/09/12	10/12/12	CBS Daytime	1228-3pm		:30			NM	5	\$1,650.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				
		10/08/12	10/14/12	-TWTF--		5		\$330.00				
13	3	10/09/12	10/12/12	Ellen Degeneres 3pm	3-4pm		:30			NM	5	\$1,000.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				
		10/08/12	10/14/12	-TWTF--		5		\$200.00				
14	3	10/09/12	10/12/12	NewsCh 3 News First @ 4p	358-5pm		:30			NM	5	\$825.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				
		10/08/12	10/14/12	-TWTF--		5		\$165.00				
15	3	10/09/12	10/12/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,180.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				
		10/08/12	10/14/12	-TWTF--		4		\$295.00				
16	3	10/15/12	10/15/12	Newschannel 3 News	5-530pm		:30			NM	1	\$295.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				
		10/15/12	10/21/12	M-----		1		\$295.00				
17	3	10/09/12	10/12/12	Newschannel 3 News	530-6pm		:30			NM	4	\$1,240.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				
		10/08/12	10/14/12	-TWTF--		4		\$310.00				
18	3	10/15/12	10/15/12	Newschannel 3 News	530-6pm		:30			NM	1	\$310.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				
		10/15/12	10/21/12	M-----		1		\$310.00				
19	3	10/09/12	10/12/12	Newschannel 3 News	6-630pm		:30			NM	4	\$1,660.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				
		10/08/12	10/14/12	-TWTF--		4		\$415.00				
20	3	10/15/12	10/15/12	Newschannel 3 News	6-630pm		:30			NM	1	\$415.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				
		10/15/12	10/21/12	M-----		1		\$415.00				
21	3	10/09/12	10/12/12	7-730pm	7-730pm		:30			NM	4	\$1,240.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				
		10/08/12	10/14/12	-TWTF--		4		\$310.00				
22	3	10/15/12	10/15/12	7-730pm	7-730pm		:30			NM	1	\$310.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				
		10/15/12	10/21/12	M-----		1		\$310.00				
23	3	10/09/12	10/12/12	730-8pm	730-8pm		:30			NM	4	\$1,240.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				
		10/08/12	10/14/12	-TWTF--		4		\$310.00				
24	3	10/13/12	10/13/12	730-8pm	730-8pm		:30			NM	1	\$100.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				
		10/08/12	10/14/12	-----S-		1		\$100.00				
25	3	10/15/12	10/15/12	Monday Prime	9-10pm		:30			NM	1	\$1,800.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				
		10/15/12	10/21/12	M-----		1		\$1,800.00				
26	3	10/09/12	10/09/12	NCIS	8-9pm		:30			NM	1	\$2,800.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				
		10/08/12	10/14/12	-T-----		1		\$2,800.00				
27	3	10/10/12	10/10/12	Wednesday Prime	10-11pm		:30			NM	1	\$1,100.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				
		10/08/12	10/14/12	--W----		1		\$1,100.00				
28	3	10/14/12	10/14/12	Sunday Prime	7-8pm		:30			NM	1	\$2,355.00

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										Type	Spots Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12		10/08/12	10/14/12	-----S				1	\$2,355.00		
29 3		10/09/12	10/12/12	Late News (M-F)	11-1135p		:30			NM	4 \$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12		10/08/12	10/14/12	-TWTF--				4	\$450.00		
30 3		10/15/12	10/15/12	Late News (M-F)	11-1135p		:30			NM	1 \$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/15/12		10/15/12	10/21/12	M-----				1	\$450.00		
31 3		10/13/12	10/13/12	NCAA Football	12-330p		:30			NM	1 \$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12		10/08/12	10/14/12	-----S-				1	\$750.00		
32 3		10/13/12	10/13/12	NCAA Football	330-7p		:30			NM	1 \$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12		10/08/12	10/14/12	-----S-				1	\$750.00		
33 3		10/15/12	10/15/12	730-8pm	730-8pm		:30			NM	1 \$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/15/12		10/15/12	10/21/12	M-----				1	\$310.00		
<b>Totals</b>										<b>83</b>	<b>\$30,300.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	83	\$30,300.00	\$25,755.00
<b>Totals</b>	<b>83</b>	<b>\$30,300.00</b>	<b>\$25,755.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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